

Publicolor

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Publicolor Press Kit

Creating a path
to college +
career

Publicolor is an innovative educational youth development organization that empowers students facing immense life challenges for academic and career success through a multi-year project-based continuum of programs.





Publicolor receives the National Arts + Humanities Youth Program Award from the White House, 2014



Mike Bloomberg painting with Publicolor



NYPD officer during Paint Club at MS 206 in East Harlem



Paint Club students

Publicolor by the numbers

Our Students

Publicolor selects students who evidence key indicators for being at high risk of not completing school. Students may have behavioral challenges, chronic absences, grade repetitions, learning disabilities, or are failing core subjects like math and English. Other indicators that are obstacles to success are also present:

95% are eligible for free lunch due to low family income

79% are first-generation citizens

85% experience food insecurity during the year

67% speak a non-English language at home

48% reside in a single-parent household

Publicolor Students Overcome the Odds

100% graduate high school on-time compared to 86% of their peers

100% of HS seniors enroll in college or a post-secondary training program. In FY24 **98%** enrolled in college. This compares to 60% of their school peers. All are paired with mentors who guide their education and career path.

100% first-year college retention rate for Publicolor scholarship students vs. 61% at CUNY schools.

78% of our scholarship students complete their college degree within 6 years compared to 11% of students from high-poverty households and 62.2% nationwide.

The Return on your Investment

Every dollar donated yields a return on investment of at least **\$39**, based on the new earning power as a college graduate. This does not include the savings to society had they dropped out of school.

Publicolor's Impact

Since our inception, **354** schools and **259** community sites have been transformed.

Every year, our transformations and community museum installations indirectly impact over **19 million** people with the power of color and beautiful design. **We are proud to have**

twice been recognized at the White House: first in 2000 to accept the **President's Service Award** for our work with volunteers and the community, and again in 2014 to receive the **National Arts + Humanities Award** for creative youth programming.

SDS 2024 Summer Learning Loss Diagnostic Test Results (all students)

Student cohort average scores evidenced increased learning during the summer

Critical Reading score increase: **5.1%**

Math score increase: **5.5%**

SDS 2024 SAT Prep Diagnostic Test Results (26 students)

Every student experienced score increases on College Board SAT practice tests

Critical Reading score increase: **22.4%**

Math score increase: **25.6%**

The cohort increased their overall test scores by an average of **24%**

Programs

Paint Club

The transformation begins

Our gateway after-school program hosted in the city's most struggling schools. For 10 weeks, the schools' most disengaged students paint all the public spaces in their schools and learn the marketable skill of commercial painting. The vibrant and energizing colors transform their once institutional-looking schools into welcoming learning environments. Principals cherish the new sense of community and safety, along with the culture of determination Paint Clubs create. Participants are themselves transformed as they work with our caring staff, and learn strong and transferable work habits.

COLOR Club (Community of Leaders Organizing Revitalization)

Building a foundation for success

Our 3-day-a-week, multi-year after-school program for at-risk Paint Club graduates in 7th, 8th and 9th grades that prepares the students for success in high school. COLOR Club offers academic supports and career exposure and life-skills workshops designed to help students plan and prepare for a rewarding future. On Saturdays, students continue to develop their work-readiness and leadership skills as they paint alongside corporate volunteers at Paint Club sites and underserved community facilities.

Next Steps

Preparing for college + career

Our apprenticeship program for at-risk students in the 10th, 11th, and 12th grades that follows the 3-day/week, multi-year COLOR Club model. Next Steps offers innovative workshops designed to help participants develop a clear understanding of personal career goals and what it takes to realize them, while also building leadership and work-readiness skills, career exploration, and preparing for success in college or a trade. Next Steps offers weekly academic supports, intensive SAT prep sessions both during the year and over the summer, and hosts 2 multi-day, multi-campus college tours per year. High school seniors and college freshmen are paired with mentors who are successful professionals in the students' desired careers.

Summer Design Studio (SDS)

Combating summer learning loss

Our 7-week college-level summer enrichment and project-based learning program is an effective antidote to summer learning loss. Morning classes are held at Pratt Institute where students are immersed in literacy and math through the scaffold of product design. Publicolor emphasizes the use of design for social change. All students also learn the fundamentals of the Adobe Creative Suite (Photoshop, Illustrator, InDesign) and all learn the basics of 3D printing. SDS also offers participants crucial summer employment. Afternoons are dedicated to painting under-resourced but vital community facilities including city-run homeless shelters, day-care centers, as well as schools. Each Publicolor student devotes 300 hours a year to community service. There's no program in the country like it!

Fresh Coat Internship program

Our semi-professional painting crew, comprised of seasoned apprentices selected for their demonstrated leadership and work-readiness skills, teaches the students entrepreneurial skills needed to run their own painting business that can help defray college expenses. These accomplished painters are paid hourly wages and touch up previously Publicolored schools and community sites, thereby extending the power of our transformations for thousands more to experience.

Scholarship Making college possible

Graduating high school seniors are paired with mentors and awarded a 5-year gap scholarship to support their success in college or a post-secondary accreditation program. Providing a pathway to their chosen career ensures that Publicolor students break out of the cycle of poverty and into the middle class.



Morris Park Station in the Bronx, 2019

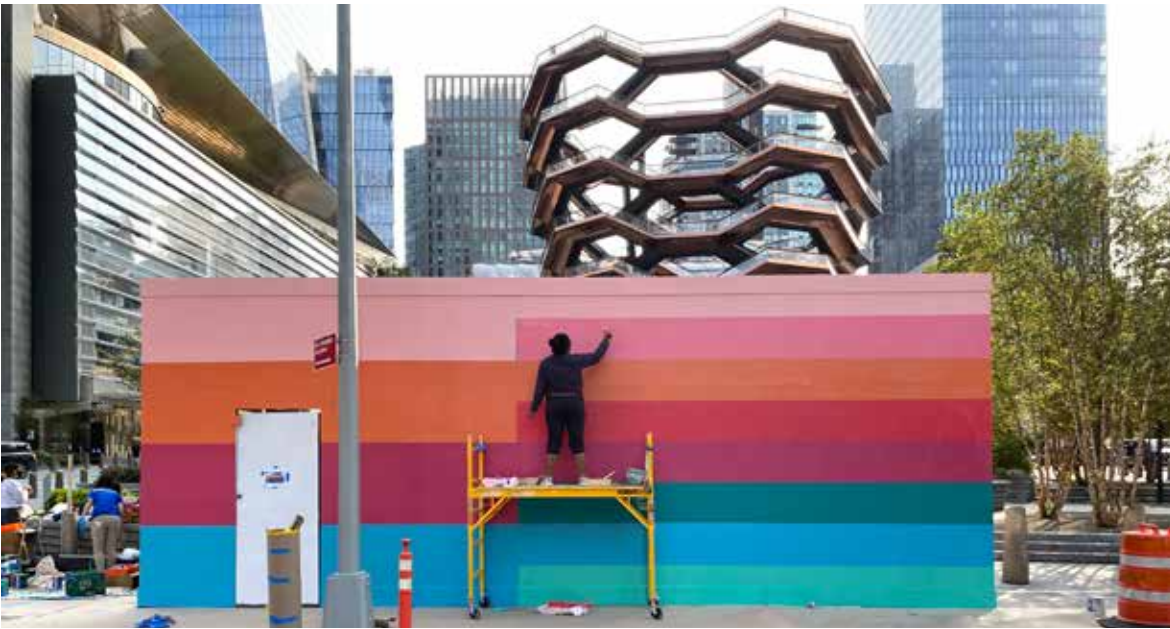


Fractured spectrum, footbridge in the Bronx, 2015



PS 244 in the Bronx, 2019

Publicicolor



Hudson Yards in Manhattan, 2020



Urban Assembly Gateway School for Technology in Manhattan, 2023



PS 149 in the Bronx, 2021



PS188 in Brooklyn, 2022

What the Research Says

The Impact of Color on Learning

by Kathie Engelbrecht, Assoc. IIDA.

“When color is transmitted through the human eye, the brain releases a hormone which affects our moods, mental clarity and energy level.”

“Color’s demonstrated effectiveness on improving student’s attention span as well as both student and teacher’s sense of time, is a further reason as to how color can increase the productivity in a classroom. The mental stimulation passively received by the color in a room, helps the student and teacher stay focused on the task at hand.”

“Humans were also found to turn inward in monotone environments, which may induce feelings of anxiety, fear and distress resulting from under stimulation. This lack of stimulation further creates a sense of restlessness, excessive emotional response, difficulty in concentration and irritation.”

“Color can create a system of order and help to distinguish important and unimportant elements in the environment.”

“Businesses have credited the use of functional color with a decrease in worker absenteeism, an improved quality of work and an increase in productivity. Color psychologists have linked color with brain development and the human transition from child to adult.”

The Impact of Light and Colour on Psychological Mood: a Cross-Cultural Study of Indoor Work Environments

by Kuller, Mikellides, & Janssens

“One practical implication is that a moderate use of good color design will serve to improve the overall mood and well-being of people.”

“Light and color should be treated as part of a more complex system making up the totality of a healthy building.”

International Association of Color Consultants – North America (IACC-NA)

“A school’s physical environment has a powerful psycho-physiological impact on its students. Appropriate color design is important in protecting eyesight, in creating surroundings that are conducive to studying, and in promoting physical and mental health.’ ...premature fatigue, lack of interest and behavioral problems can be attributed directly to incorrect environmental conditions involving poorly planned color and lighting.”

“Brightly colored corridors encourage people to move from place to place.”



PS 126 in the Bronx, 2022



Frederick Douglas Academy III in the Bronx, 2011

Color is an Optimum Learning Environment

by Dr. Willard R. Daggett. International Center for Leadership in Education

“Color is an important factor in the physical learning environment and is a major element in interior design that impacts student achievement, as well as teacher effectiveness and staff efficiency. Research has demonstrated that specific colors and patterns directly influence the health, morale, emotions, behavior, and performance of learners.”

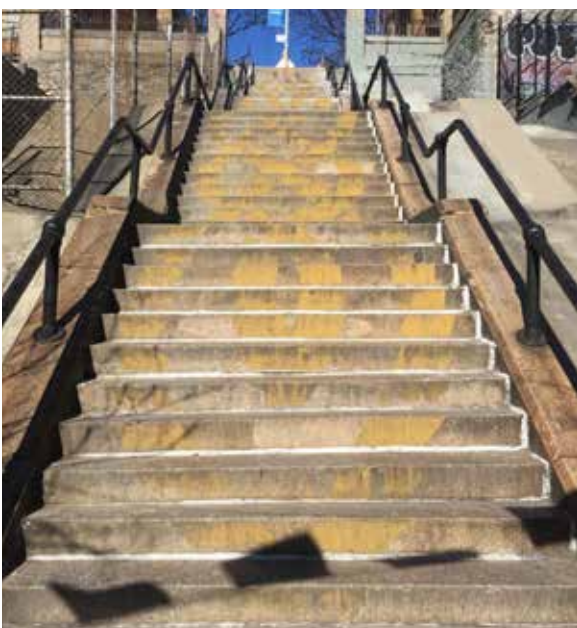
“Color in the learning environment provides an unthreatening environment that improves visual processing, reduces stress, and challenges brain development through visual stimulation /relationships and patterns seeking. Visual stimulation actually rewires the brain, making stronger connections while fostering visual thinking, problem solving, and creativity. Color variety reduces boredom and passivity.”

“Color improves attention span by avoiding a monotonous environment and helping the student stay focused through mental stimulation, thereby increasing productivity and accuracy. Eyestrain, contrast, glare, minimal distraction, degree of stimulation and degree of concentration are impacted directly by color. Color can alter perception of time, increase school pride, reduce disruptive behavior and aggression, reduce vandalism, reduce absenteeism, and provide a supportive background for the activities being performed.”

Learning, Lighting, and Color

by Randall Fielding

“Research shows that learning benefits from a stimulus-rich environment, which is not supported by a palette that is dominated by gray, beige, white or off-white; this applies to both building interiors and exteriors. There is rarely a good reason to take a neutral approach with educational architecture.”



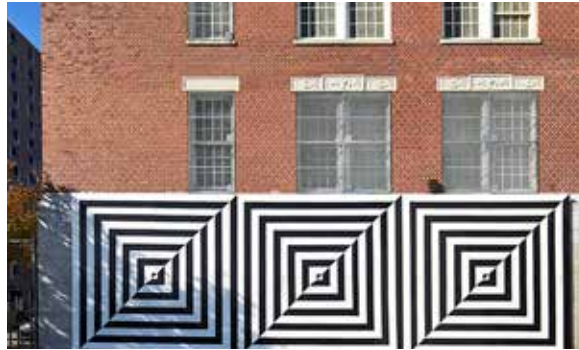
Public staircase in South Bronx, 2017

Publicolor Community Museum

This is Publicolor's new paradigm for a museum. Visual beauty is food for soul. We recognize that most low-income residents have no time or inclination to visit our city's museums. So we're bringing art to them! The Publicolor community museum will involve discovering schools or community sites instead of going from room to room in a museum to enjoy works of art. A map, laying this out, is planned.



Carmen Herrera mural at JHS 99 in Harlem, 2020



Carmen Herrera mural at MS 244 in the Bronx, 2017



Anni Albers panels at Mt. Sinai Hospital in Manhattan, 2019



Two Sol LeWitt murals in a cafeteria at Fashion Industries in Manhattan, 2015





Academic Prep



COLOR Club workshop



Ruth leading a Color Workshop at Lehman Campus, Bronx



Summer Design Studio at Pratt



Summer Design Studio at Pratt



Next Steps college tour

Colleges Attended by Publicolor Students

Alfred State College SUNY
Argosy University
Arizona State University
Barry University
Baruch College CUNY
Berkeley College
Binghamton University SUNY
Borough of Manhattan CC
Bronx CC
Brooklyn College CUNY
Buffalo State University
Carnegie Mellon University
Cazenovia College
Central Arizona CC Signal Peak
City College of New York CUNY
College of Mount St. Vincent
The College of Saint Rose
College of Staten Island CUNY
Columbus Technical College (Georgia)
Co-op Tech
Empire Beauty School
Fashion Institute of Technology (FIT)
Fordham University
Full Sail University
Guttman CC
Hampshire College
Hostos CC CUNY
Howard University
Hunter College CUNY
Hussian College Los Angeles
Institute of Audio Recording
Iona College
Jefferson CC SUNY
John Jay College CUNY
Kingsborough CC
LaGuardia CC
Lehman College CUNY
Lincoln University HBCU
Long Island University Brooklyn
Manhattan Marymount
Manhattanville College
Marist College
Medgar Evers College CUNY
Mercy College
Montgomery County CC
Monroe College
Morgan State University
Morrisville State College SUNY
New England College
New York City College of Technology CUNY
New York College of Health Professions
New York Institute of Technology
New York University
North Carolina Agricultural & Technical
Nyack College
Pace University
Penn State University
Phillips School of Nursing at Mount Sinai Beth Israel
Post University
Pratt Institute
Queens College CUNY
Rensselaer Polytechnic Institute
Siena College
St. John's University
Sullivan County CC
SUNY Albany
SUNY Broome CC
SUNY Buffalo State College
SUNY Cortland
SUNY New Paltz
SUNY Oneonta
SUNY Oswego
SUNY Polytechnic
SUNY Potsdam
SUNY Purchase
SUNY Stony Brook University
Syracuse University
University of Rochester
Virginia State University
Virginia Wesleyan College
York College CUNY

Testimonials

“Because of you, thousands of school children as well as all New Yorkers have more color in their lives and as a true believer in Publicolor, let me thank you!”

– **Michael R. Bloomberg**

108th Mayor of New York City

“I laud Publicolor for its strong commitments and dedication to serving the needs of students and their communities. By transforming public schools and community facilities into vibrant and welcoming centers for learning and productivity, you help create an environment in which effective teaching and learning are truly possible.”

– **Kirsten E. Gillibrand**

US Senator for New York

“I heard that NY1 recently named you New Yorker of the week in recognition of your work with Publicolor – congratulations! What a wonderful testament to the important role the organization plays in transforming the city’s schools, and the lives of the students who attend them.”

– **Bill Clinton**

42nd President of the United States

“Our scores have soared due to an environment conducive to learning.”

– **Alan D. Cohen**

Principal, The New Vision School, PS 69

“Publicolor makes a difference at so many different levels. Kids get desperately needed mentorship and opportunities. Teachers get improved working environments. Communities get revived public spaces. And volunteers get opportunities to contribute and make a difference. This is a special program that is making a difference.”

– **Adam S. Weinberg**

Dean of the College, Colgate University

“The colors make our clients feel happy, warm, peaceful, and safe. Before, it felt like a shelter and there was beige everywhere. People described it as prison colors. It made them feel depressed. Now the shelter doesn’t feel hopeless, it feels hopeful, like a new beginning. It’s a fresh start. The colors we chose make the residents feel alive.”

– **Thavenis Ellis**

Director of Social Services, LIFE Center

“Since Publicolor beautified the school, teachers have seen a positive change in the demeanor of students. Children comment constantly about the bright, cheery environment, and the fact that colors were chosen by students. The colorful school-wide change has improved the tone both in and out of the classrooms –our colorful school is a kid-friendly space!”

– **Benjamin Basile**

Principal, MS 301 Paul Laurence Dunbar Academy



Student painting with a volunteer



Student taping with a volunteer

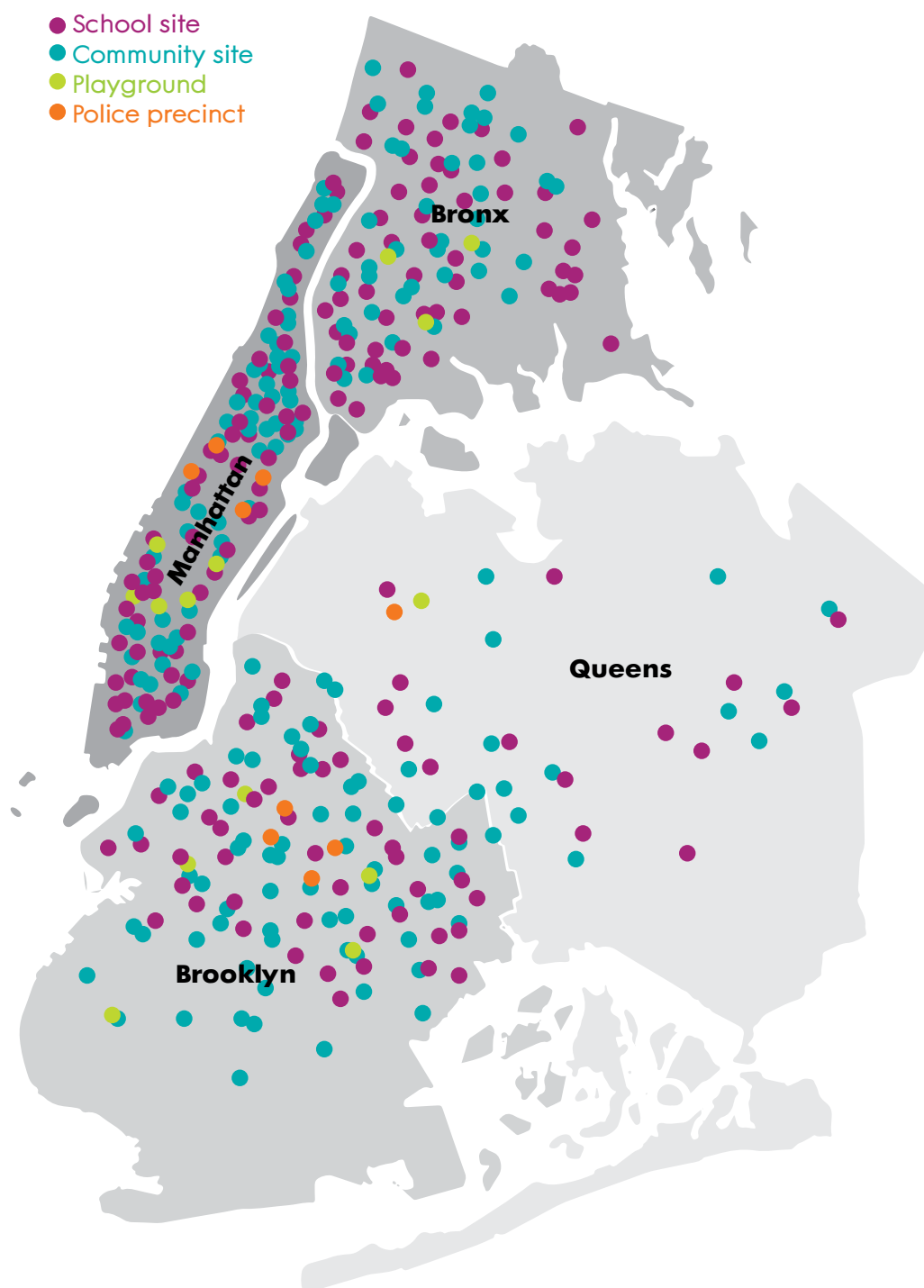


Paint Club students painting at PS 175 in the Bronx

Publicolored Sites

Our model of revitalization starts with struggling underserved inner-city schools, but that's not where it stops. Once we finish a school, we extend our reach into the community, to local police precincts and neglected neighborhood facilities. At all sites we enlist volunteers, from parents to police to community site staff and beyond, so that all develop a new sense of belonging and pride in their community.

Since our inception, **354** schools and **259** community sites have been transformed. Every year, our transformations and community museum installations indirectly impact over **19 million** people with the power of color and beautiful design.



Schools

Bronx

Banana Kelly HS
 Baychester Middle School
 Bronx Aerospace HS
 Bronx Alliance MS
 Bronx Design & Construction Academy
 Bronx Guild Community HS
 Bronx Writing Academy
 Claremont International HS
 Collegiate Institute of Math and Science
 Creston Academy
 DeWitt Clinton HS
 Frederick Douglass Academy
 Immaculate Conception
 IS 125
 IS 174
 IS 216/217
 IS 232
 IS 219 New Venture School
 IS 339
 JH 131 Albert Einstein
 JHS 145 Arturo Toscanini
 JHS 74
 JHS 22 Jordan L. Mott
 JHS 144 Michelangelo
 JHS 080 The Mosholu Parkway
 Jill Chaietz Transfer High School
 Kingsbridge International HS
 Longwood Prep Academy
 Leaders of Tomorrow
 Monroe Educational Complex
 Mott Hall Community School
 MS 142 John Philip Sousa
 MS 80
 MS 223
 MS 301
 MS 390/PS 396
 MS 399
 MS 52
 MS80
 New Directions Secondary School
 One World MS
 Our Lady of Angels
 Our Lady of Mercy
 Our Lady of Refuge
 Peace and Diversity Academy
 PS 73
 PS 112
 PS 157 Grove Hill
 PS 33 Timothy Dwight
 PS 65 Mother Hale Academy
 PS 69 The New Vision School
 School of Diplomacy
 School For Excellence
 St. Augustine
 St. Simon Stock
 The New School for Leadership
 and Journalism
 Urban Assembly Bronx Academy of Letters
 Urban Assembly of Civic Engagement

Brooklyn

Belmont Academy High School
 Brooklyn West Alternative Learning Center
 Brownsville Collaborative MS
 Bushwick Community HS
 Bushwick Leaders High School for
 Academic Excellence
 East Flatbush Community Research School
 Franklin K. Lane HS
 HS 435 Thomas Jefferson HS
 IS 166 George Gershwin School
 IS 271 John M. Coleman School (JHS)
 IS 275 Thelma J. Hamilton
 IS 296 The Anna Gonzalez Community School
 IS/HS 265
 Dr. Susan McKinney School of the Arts
 East NY MS of Excellence
 JHS 117 Brooklyn Preparatory HS
 JHS 258 David Ruggles School
 JHS 263
 JHS 292 Margaret S. Douglas
 JHS 291 Roland Hayes School
 JHS 293 The School for International Studies
 John Ericsson Middle School
 Liberty Avenue Middle School
 Lyons Community School
 MESA Charter School
 Metropolitan Corporate Academy
 Metropolitan Diploma Plus HS
 MS 61 Dr. Gladstone H. Atwell
 MS 584
 MS 571 Bergen Upper School
 MS 582 Ten Eyeck Upper School

MS 57 The Ron Brown Academy
 Middle School of Marketing and
 Legal Studies
 Peace Academy
 PS 139 Alexine A. Fenty
 PS 373 Brooklyn Transition Center
 PS 306 Ethan Allen
 PS 25 Eubie Blake School
 PS 269 Nostrand
 PS 123 Suydam
 PS/MS 27 The Agnes Y. Humphrey
 School for Leadership
 PS/IS 323
 Samuel J. Tilden High School
 Satellite III/PS 56
 School Of The Future
 Science Skills Center High School
 for Science, Technology and the
 Creative Arts
 The Secondary School for Law,
 Journalism, and Outreach
 Thomas Jefferson HS
 Williamsburg Preparatory HS
 Winthrop Campus

Manhattan

Bard High School Early College
 Brandeis HS
 Business of Sports School
 Cascades High School
 Central Park East High School
 East Side Community High School
 Edward A. Reynolds West Side HS
 Global Technology Preparatory
 Gramercy Arts HS
 Harlem Renaissance HS
 Henry Street Complex
 HS for Excellence and Innovation
 HS 489 High School of Economics
 and Finance
 HS 580 Richard R. Green High School
 HS 630 High School of Art & Design
 HS for International Business:
 College Academy
 IS 117 Alternative Education Complex
 IS 164 Edward Stitt School
 IS 286
 IS 90 Las Hermanas Mirabel School
 JHS 13 Jackie Robinson
 JHS 99 Educational Complex
 Life Sciences Secondary School
 Marta Valle High School
 Martin Luther King Jr. HS
 Mount Carmel-Holy Rosary
 MS 258 Community Action School
 MS 319 Maria Teresa Mirabal
 MS 44 - The Middle School for
 Science, Technology, and the Arts
 MS 45/ STARS Prep Academy
 MS7/Global Technology Prep.
 Murry Bergtraum High School for
 Business Careers
 PS 89
 PS 191 Amsterdam School
 PS 101 Andrew Draper School
 PS 33 Chelsea School
 PS 34 Franklin R. Roosevelt School
 PS 368 Hamilton Heights
 PS 154 Harriet Tubman School
 PS 188 Island School
 PS 7 Samuel Stern
 PS 140 The Nathan Straus Prep.
 School of Humanities
 PS/IS 50 Vito Marcantonio
 PS/MS 206 Jose Celso Barbosa
 PS/MS 149 Sojourner Truth School
 Quest to Learn
 Renaissance School for the Arts
 The College Academy
 The High School of Fashion Industries
 UA for Green Careers
 UA Maker Academy
 University Neighborhood HS (UNHS)
 Uran Assembly School for the
 Performing Arts

Queens

August Martin High School
 High School for Construction Trades,
 Engineering, Architecture
 HS 492 Math, Science, Research &
 Technology Magnet HS
 Jamaica High School
 JHS 8 Richard Grossley

JHS 226 Virgil I. Grissom School
 MS 053 Brian Piccolo
 MS 72 Catherine & Count Basie School
 PS 127 Aerospace Science Magnet
 PS 219
 PS 223
 PS 45 Clarence Witherspoon
 Richard Goddard (MS202/HS308)
 Richmond Hill High School
 York Early College Academy

Other

Peabody High School (Pittsburgh, PA)
 University Prep High School
 (Pittsburgh, PA)
 Central HS (Newark, NJ)

Community Centers, Police Precincts + Playground

Bronx

Adlai E. Stevenson HS
All Hallows High School
Andrew Freedman Home
The Ruth Fernandez Family Shelters
Beach Avenue Houses
BECA/IS 166
BronxWorks
Bronx River Community Center
Camp Interactive
Carmen Herrera Installation @ MS 244
Dewitt Clinton HS
Dept. of Transportation Step Street Project
University Family Center - DHS
Willow Shelter - DHS
East Side House Patterson
Community Center
East Side House Settlement
HELP USA - Morris
In Motion Bronx Office
JHS 22
Joan of Arc Music School
Lambert Houses
La Peninsula Community Organization, Inc.
MS 301
Marble Hill Houses Community Center
Montefiore Hospital
NAACP Early Childhood Center
New Directions Secondary School
North Central Bronx Hospital's
Pediatric Ambulatory Care Center
PS 33
PS 536
PS 59
PS 71
PS 175
PS 114
Sarah Burke House
West Farms Commercial Plaza
Parkside Houses Community Center
Penn-Wortman Houses
Community Center
Phipps Career Education Center
Mullaly Community Center - SCAN
St. Joan of Arc Music School
West Farms Commercial Plaza
Women in Need's Sojourner Truth House

Brooklyn

79th Police Pct.
81st Police Pct.
83rd Police Pct.
88th Police Pct.
Animal Care & Control Brooklyn Shelter Beacon Family Place
Bedford Stuyvesant Head Start
Berean Baptist Center
Blum
Boulevard Houses Community Center
Boys Town
Brooklyn Child and Family Services Brooklyn Educational
Opportunity Center
Brooklyn Community Housing Services
Brownsville Multi-Service Family Health Center
Bushwick High School
Bushwick Houses Community Center Bushwick Hyland
Bushwick United Daycare
Child Development Support Corporation
Cumberland Diagnostic and Treatment Center
Cypress Hills Community Center
Auburn Shelter - DHS
Flatlands Family Shelter - DHS
DOE Administration Building
DuBois HS
DUMBO Improvement District
Beacon Family Place
Ebbets Field Senior Center
EZ Parking Wall
Farragut Houses NYCHA
Fifth Avenue Committee
Franklin K. Lane H.S.
Gowanus - NYCHA
Grace Baptist Church
Grand Street Settlement
Greenpoint YMCA
I Have A Dream
Ingersoll Houses - NYCHA
Kiangia House Shelter
Kings County Hospital
Lafayette Gardens - NYCHA

LIFE Center - John Coker
Make the Road
Metropolitan Pool
MS 61
Museum of Contemporary African
Diaspora Art
Myrtle Avenue Revitalization Partnership
New Carlton Rehabilitation &
Nursing Center
Nuestros Ninos Child Day Care
Cooper Park - NYCHA
PS 7
PS 24
PS 25
PS 34
PS 130
PS 139 - Alexine A. Fenty
PS 171
PS 298
Penn-Wortman Houses Community Center
Park Place/Fundamentals Academy
Rose F. Kennedy Family Center
Shirley Chisholm Daycare
School of the Future
Surfside School
St. Andrew's Daycare
St. John's Recreation Center
St. Louis Sr. Center
Strong Place for Hope Day Care Center
SUNY Brooklyn Educational
Opportunity Center
The Center for Antiviolence Education
Thomas Jefferson H.S.
Women in Need's Junius Street
Family Residence
Youth Empowerment Mission

Manhattan

10th Police Pct.
20th Police Pct.
23rd Police Pct.
28th Police Pct.
7th Police Pct.
145th Street Armory
168th Street Armory
Alianza Dominicana Daycare Center
Alianza Dominicana Faith
Alianza Dominicana Hope
Alianza Dominicana Main
Animal Care & Control's Harlem
Animal Shelter
APACA Community Center
Bayard Rustin Educational Complex
Boriken Health Center
Carver Houses - NYCHA
Center for Employment Opportunities
Child Care at Corona
Children's Aid Society
Choir Academy / Global Commerce
City Lights Youth Theatre
Clinton Center for Adult Services
Concerned Parents of Jamaica Early Learn
Corsi Senior Center
Department of Cultural Affairs
District Council 1707
East Harlem Bilingual Head Start
East Harlem Center for Education
East Harlem Children's Zone
East Harlem Tutorial Center
Flavorpill Offices
Fort Washington Senior Center
Fort Washington Senior Center
Gaylord White Senior Center
Garment Industry Daycare
Girls and Boys Harbor Conservatory
for the Performing Arts
Girls & Boys Harbor Teen Clinic
Good Shepherd Services' Chelsea
Good Shepherd Services' St.
Helena's Residences
Grand Street Settlement House
Greenwich House
Gutenberg Playground
Harlem Children's Zone Countee
Culleen Teen Center
Harlem RBI
Harlem Renaissance
Harlem Village Academy
Hell's Kitchen Neighborhood
Association Public Works Project
HELP USA - Harbor
HELP USA - Haven
HELP USA - HELP 1
HELP USA - SEC
HS of Economics & Finance
Hudson Guild's Fulton Center for

Adult Services
IS 217
In Motion
Jackie Robinson Recreation Center
James Baldwin High School
James Weldon Johnson Senior Center
KIPP Infinity Charter
LaGuardia House - SCAN
La Placita/La Marqueta
Legal Outreach
LIFE Center - Catherine Street Shelter
Management Leadership for
Tomorrow
Mary McLeod Bethune Senior Center
Midtown Precinct South
Mount Sinai Hospital's Pediatric
Intensive Care Unit
Murray Bergtraum High School
New Police Service Area
North General Hospital
NYC Mission Society
Minisink Townhouse
NY Common Pantry
PS182/83
PS 452
PS 811 Mickey Mantle School
Project Find Senior Center
Randall's Island
Renaissance Leadership Academy
Houses Community Center
SoHo Photo Gallery
Sol Lewitt Installation @ HS of
Fashion Industries
Stanley M. Isaacs Center
St. Nicholas Community Center
Supportive Children's Advocacy
Network LaGuardia House
Sylvia Rivera Food Pantry
The Kitchen
The LIFE Center
The Museum for African Art at World
Financial Center
Union Settlement House
UPACA Senior Center
Urban Assembly Gov't & Law
Washington Houses - NYCHA
West 39th Street Bird Park
Wilson Houses - NYCHA
Wise Towers - NYCHA
YWCA

Queens

August Martin HS
21st Footbridge
108th Police Pct.
Jamaica Family Center - DHS
Elmhurst Hospital
FDA's Regulatory Lab & Offices
Flushing Senior Center
HELP USA - Hillside House
Jamaica Cornerstone - NYCHA
Long Island City Footbridge
NY Public Library at Laurelton
Oceans Bay Community Center
PS 255
PS/IS 87
Ravenswood Community Center
St. John's Residence & School for Boys

Other

Bridgehampton Child Care &
Recreation Center (Bridgehampton)
Gaynor McCown Expeditionary
Learning School (Staten Island) NYCHA
Berry Houses Community
Center (Staten Island)
South Beach Houses Community
Center (Staten Island)
Vintage Senior Center, CORO
(Pittsburgh, PA)

Accomplishments

Publicolor has been recognized by many as a leader and innovator in youth development and community service. We are continuously involved in some of New York's most extraordinary initiatives.

National Arts + Humanities Youth Program Award (NAHYP) Honoree, 2014

By the President's Committee on the Arts and the Humanities and its partner agencies, the Institute of Museum and Library Services, the National Endowment for the Arts, and the National Endowment for the Humanities.

National Arts + Humanities Youth Program Award (NAHYP) Finalist, 2012

Recognized by the President's Committee on the Arts and the Humanities, 2010
As one of the "top arts-and humanities- based programs in the country."

October 8th declared "PublicolorDay" citywide, 2006

By Mayor Bloomberg in honor of our 10th anniversary.

The President's Volunteer Service Award, 2000

The nation's highest honor for volunteer work, awarded by the Points of Light Foundation and given in the Oval Room by President Bill Clinton.

Named a lead partner in Mayor Bloomberg's Serve Our Schools

A key program within the NYC Service volunteer initiative.

100% placement for interested students in summer jobs and paid internships since 2008

At companies such as Bloomberg, Bluefly, Columbia University, York Capital Management, Camp Interactive, Kmart, STUDIOS Architecture, and Clarendon Management Company.

Other recognitions

The Walt Disney VoluntEARS Award, Donna Hanover Cool School Award, and Community Action Network Service Award.

Recognition for Ruth Lande Shuman

The New York Women's Agenda's Rising Star, Nice Modernist Award by Dwell magazine, 2009 Purpose Prize Fellowship Award, NY Post Liberty Award Nomination, ABNY's Volunteer of the Month Award and has been NY1's 'New Yorker of the Week' a number of times.

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Personal

Ms. Shuman has 2 sons, 2 daughters-in-law, 4 grandchildren (a grandson who's 18, a granddaughter who's 13, and another granddaughter who's 2, and a grandson who's 6 months, plus 2 incredible dogs- a golden retriever and a havanese. Ms. Shuman was born in Montreal, Canada.

Awards and recognition

2018

Honored as a Living Landmark by the New York Landmarks Conservancy

2018

Honorary Fellowship from the Royal Institute of British Architects (RIBA)

2014

On behalf of Publicolor she received the National Arts + Humanities Youth Program Award (for creative youth programming) from Michelle Obama in the White House.

2014

The WIFTS Foundation International Visionary Award Honoree

2014

Rowena Reed Kostellow Award from Pratt Institute

2012

Benjamin Moore Hue Award for Social Responsibilities and Use of Design for Social Change

2002

New York Women's Agenda's Rising Star Award

2000

On behalf of Publicolor she received the President's Service Award from President Bill Clinton in the White House. This is our nation's highest honor – in recognition of Publicolor's work with volunteers in the community

1998

Walt Disney VoluntEARS Award

1998

Community Action Network Service Award

1997

Donna Hanover Cool School Award

Other recognitions

2010

Publicolor was recognized by the President's Committee on the Arts and Humanities as one of the "top arts-and-humanities-based programs in the country," and as finalists for their Coming Up Taller award

2009

Purpose Prize Fellowship Award

2008

Keynote speaker at ASID conference in Phoenix, Arizona

2006

NY1 New Yorker of the week

2004

Keynote speaker at Rye Country Day School graduation

2002 + 2009

Honored as NY1 New Yorker of the week

2003

NY1 New Yorker of the week

2000

Featured on Oprah in the Remembering Your Spirit segment

1998

Recipient of the first Jack Avrett Good Egg Award to a not-for-profit organization

1997

Featured on CNN Headline News, ABC Good Day, New York

1996–2009

Featured in a wide variety of publications including People Magazine, New York Times, House Beautiful Magazine and two books

THE NEW YORK
LANDMARKS
CONSERVANCY

March 22, 2018

Ms. Ruth Lande Shuman
1120 Park Avenue
New York, New York, 10028

Dear Ms. Shuman:

The New York Landmarks Conservancy would like to honor you as one of our "Living Landmarks" at our November 1 fundraising gala at The Plaza. David Patrick Columbia, who was an honoree last year and will host this year's gala, highly recommended you.

The award honors distinguished New Yorkers who help "preserve" the City in their own special ways. Publicolor's outstanding work with at-risk students in underserved communities certainly deserves our recognition.

We have several honorees each year. Peter Marino, Dr. Peter Sculco, Liz and Jeffrey Peek and Stephen Lash have already agreed to be honored. "Living Landmarks" alumni Leonard Lauder and Arie Kopelman are the honorary co-chairs. This will be the 25th Living Landmarks celebration.

Other past honorees include Paul Binder and Michael Christensen, Agnes Gund, Robert Caro, Wynton Marsalis, John Rosenwald, Angela Lansbury, Frank Stella, Jan and Marisa Vilcek and Tom Wolfe.

We ask our honorees to take a lead table and be available for an interview prior to the gala for a tape we show that evening. The evening is a fun and lively celebration of the City we love and crucial to the Conservancy's efforts to preserve New York's iconic buildings and neighborhoods.

The Conservancy is a respected advocate for preservation at City Hall and in Albany and Washington. Our unique financial and technical programs have loaned and granted more than \$50 million, helping hundreds of building owners restore their homes, businesses, religious and cultural institutions.

I am enclosing information about the Conservancy and last year's gala. We do hope you will join us.

Sincerely,



Peg Breen
President

Founder and President, Ruth Lande Shuman

Career

Ms. Shuman is an industrial designer, using design for social change.

In 1994 Ms. Shuman created a pilot program that led her to found Publicolor in 1996. Ms. Shuman has run Publicolor ever since, creating all of our programs.

From 1991–1994 Ms. Shuman served as an Assistant to Gaetano Pesce, the cutting-edge Italian architect and designer, on assignments in both Japan, Poland, and France.

From 1989–1991 Ms. Shuman coordinated the exhibition, Mondo Materialis and an accompanying award-winning book (published by Abrams) for Steelcase Design Partnership.

From 1966–1967 she was Program Director of Architectural League.

From 1965–1966 she helped set up for Mayor Lindsay’s Task Force on Urban Design.

Education

Ms. Shuman received her MS in Industrial Design at Pratt Institute in 1990, where she also completed a six-month post-graduate study on the psychological effects of color. She received her B.A. from the University of Pennsylvania in 1964, and continued graduate studies in art history at both the Institute of Fine Arts at NYU and Columbia University, where she focused on 20th-century architecture (1964-1965).

Service

Ms. Shuman has been committed to community-based work for over forty years, most notably as founding trustee of the Big Apple Circus, where she served as Trustee Emerita. For 17 consecutive years she chaired their annual Gala, which netted approximately \$7.5 million and expanded their donor base enormously.

From 2005 until 2009 she was the Mayor’s representative to the board of the Museum of Art & Design in New York City.

From 1995 until 2001 she served on the board of the Mayor’s Voluntary Action Committee.

From 1993 until 2001 she served on the board of the Kitchen, the innovative non-profit, multi-disciplinary art and performance space, chairing their first fundraising benefit, which led to a 60% growth in new funders. From 1986–1991 she was a member of the Trustees’ Counsel of Pennsylvania Women.

Beginning in 1995-2005 she was a trustee of the Pratt Institute Rowena Reed Kostellow Fund.